

Message Text

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PAGE 01 COPENH 00214 121404Z
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 PA-02 PRS-01 USIA-15 /038 W
-----121435Z 017877 /43

R 121339Z JAN 77
FM AMEMBASSY COPENHAGEN
TO SECSTATE WASHDC 3818
INFO AMEMBASSY HELSINKI
AMEMBASSY OSLO
AMEMBASSY STOCKHOLM

UNCLAS COPENHAGEN 0214

E.O.: 11652: N/A
TAGS: BEXP, DA
SUBJ: CCP-77; FIRST QUARTER REPORT

1. THE FOLLOWING EXCEPTIONS ARE NOTED REGARDING FIRST QUARTER CCP-77 ACTIVITIES. CAMPAIGN NO. 3, ACTION NO. 5: EMBASSY SELECTED OFFSHORE INTERNATIONAL EXHIBITION AND CONFERENCE, BIRMINGHAM, ENGLAND FOR SPECIAL PROMOTION AND GROUP TRAVEL BY DANISH BUSINESSMEN. DESPITE EMBASSY'S COMPREHENSIVE PROMOTION EFFORTS, THERE WAS INSUFFICIENT INTEREST AMONG DANISH INDUSTRY LEADERS TO FORM BASIS FOR GROUP TRAVEL. CAMPAIGN NO. 4, ACTIONS NO. 1 AND 2 AND 3: THERE WAS NO REGISTRATION OF VISITORS TO THE US PAVILION AT FARNBOROUGH AIR SHOW, HENCE IT HAS NOT BEEN POSSIBLE TO DETERMINE THE IDENTITY OF DANISH VISITORS, AND POSSIBLE AGENCY AGREEMENTS OR DIRECT SALES TO DENMARK. EMBASSY IS, HOWEVER, CONDUCTING TELEPHONE SURVEY, WHICH EVENTUALLY WILL PRODUCE THE DESIRED INFORMATION. BECAUSE OF THE FREQUENCY OF THE MAJOR INTERNATIONAL AIR SHOWS AND THE APPARENT HIGH ATTENDANCE RATE AT THEM AMONG KEY DANISH AVIATION OFFICIALS, WE DECIDED IT WOULD NOT BE PRACTICAL FOR AMERICAN PARTICIPANTS TO INCUR THE EXPENSE OF PARTICIPATING IN A SMALL EXHIBIT AT THE EMBASSY. OUR FURTHER EFFORTS WILL BE CONCENTRATED ON THE PROMOTION OF THE PARIS AIR SHOA.

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2. FINAL REPORT CCP-76 - SINCE SUBMISSION OF FINAL CCP-76 REPORT EMBASSY HAS RECEIVED COMMERCE REPORTS ON FOREIGN BUYER ATTENDANCE AT TWO TRADE SHOWS. WE WERE HIGHLY PLEASED TO LEARN THAT TWENTY DANES ATTENDED THE FOOD AND DAIRY EXPO 76 AT ATLANTIC CITY AND THAT TWENTY-TWO DANES ATTENDED THE INTERNATIONAL MACHINE TOOL SHOW IN CHICAGO.

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